

LOS ANGELES  
LONG BEACH

# SOUTHERN CALIFORNIA MUSIC COMPANY

806-808 SOUTH BROADWAY

LOS ANGELES

February  
Twentieth  
1925

RIVERSIDE  
SAN DIEGO

*Song*

Mr. Chas. F. Lummis,  
200 East Avenue 43  
Los Angeles, California.

My dear Mr. Lummis:-

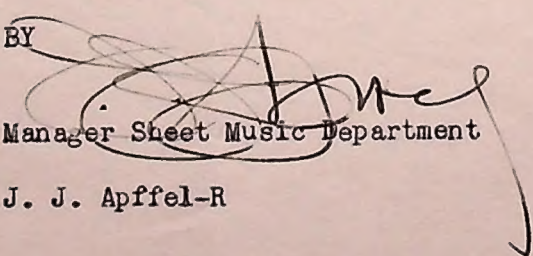
Your favor of Feb. 14th. received and contents carefully noted. We are pleased to advise that the 25 copies of your song SPANISH SONGS OF OLD CALIFORNIA have long since been sold, and we have been securing additional copies through your agent G. Schirmer, of this city. We are looking forward to the second book which you state will be out in the next three months at the latest and assure you that we will be pleased to handle this book as well. Surely your book has proven a success and I sincerely hope that the second edition will have even a greater sale than the first edition.

Thanking you for bringing this matter to my attention, and with kindest regards, I remain

Yours very truly,

SOUTHERN CALIFORNIA MUSIC COMPANY

BY

  
Manager Sheet Music Department

J. J. Apffel-R



February 14, 1925

Mr. John Apffel  
Southern California Music Co  
8th & Broadway  
City.

Dear Mr. Apffel:

A year ago I furnished you with 25 copies of my  
"Spanish Songs of Old California"

Since then, I have sold personally over 4,000  
copies from my chair.

Isn't it about time for you to be stocking up  
again?

I hope to get the Second Book out within the  
next three months at latest-- and of course, the  
more of the First Book are sold, the more will be the  
demand for the Second.

With all good wishes.

Sincerely Yours,



February 22, 1925

Mr. J. J. Apffel, Mgr.  
Head of Music Dept.  
Southern California Music Co.  
806 S. Broadway.

Dear Mr. Apffel:

Thank you for your courteous note. I am glad that the Song Books are selling along and hope you can keep Mr. Skeath handing them over to you ! I am now obliged to order the Sixth Edition-- which is certainly going some for a "privately printed" book of Songs, especially as my editions are not the usual 300 sort but of 1,000 each. I think there is no question that the book will be a standard seller for many years. I am carrying on a pretty expensive campaign of Education in the East, and the copies I am placing there will all work for the good of the book.

I shall be glad when I can get out the Second Book-- for a great many people are crying for it.

With all good wishes.

Sincerely Yours,